



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2022/2023 ACADEMIC YEAR**

**FIRST YEAR FIRST SEMESTER**

**SCHOOL OF ARTS & SOCIAL SCIENCES**

**BACHELOR OF SCIENCE IN COMMUNICATION  
& PUBLIC RELATIONS/JOURNALISM**

**COURSE CODE: CMJ 3103**

**COURSE TITLE: MEDIA MARKETING**

**DATE: 9TH DECEMBER, 2022**

**TIME: 1100-1300**

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**INSTRUCTIONS TO CANDIDATES**

1. Answer Question **ONE** and any other **TWO** question

## **QUESTIONS**

### **1. COMPULSORY**

- (a) Define Marketing (2 Marks)  
(b) Describe John Lyons view of marketing strategy. (2 Marks)
- (c) Differentiate between the production concept and the selling concept.

(4 Marks)

- (d) A good map reveals specific items of information. A good marketing plan should do the same for you. There are six things your marketing plan should help you accomplish. Explain the SIX things.

(12 Marks)

### **ANSWER ANY TWO QUESTIONS**

2. Whatever approach to strategy making we take in media marketing, what is important is to remember that we are trying to do the three things in the core process. With the aid of a diagram, describe the three things in the process.

(15 Marks)

3. Media organisations like all other actors operate in a larger macro-environment of forces that shape opportunities and pose threats to the organisation. There are six most influential forces in the organisation's macro-environment (Kotler, 2005). Examine any FIVE of these forces.

(15 Marks)

4. (a) Define e-commerce. (1 Mark)  
(b) Explain the FOUR major forces shaping the internet age and marketing. (4 Marks)  
(c) Discuss any FIVE sources of e-commerce revenue.

(10 Marks)

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